

#KeppelLandLens Instagram contest

An aspiring photographer, architecture enthusiast, or just up for a good challenge? Embark on a photo journey with us to discover our properties through our [#KeppelLandLens](#) Instagram Contest, in collaboration with @smilewithjeryl.

Theme: Perspectives

Prizes:

- \$450 SGD cash
- An exclusive photowalk with @smilewithjeryl
- Winning entry to be featured on @smilewithjeryl's Instagram Story

How to take part:

- Take a picture from the exterior and surrounding areas of any of the Keppel Land developments (*Refer to Table 1*) based on the theme.
- Post your photographs on Instagram, tag @keppelland, include the hashtag #KeppelLandLens during the Contest Period.
- Instagram account must be set as public.

Keppel Land Developments (the 'Development'):

<p>North-East:</p> <ul style="list-style-type: none"> • The Luxurie, Compassvale Road, Singapore 544750 <p>South:</p> <ul style="list-style-type: none"> • Caribbean at Keppel Bay, Keppel Bay Drive, Singapore 098641 • Keppel Bay Tower, 1 Harbourfront Avenue, Singapore 098632 • Marina Bay Residences, 18 Marina Boulevard, Singapore 018980 • Marina Bay Suites, 3 Central Boulevard, Singapore 018965 • Highline Residences, 11 Kim Tian Road, Singapore 169280 • One Raffles Quay, Singapore 048583 • Ocean Financial Centre, 10 Collyer Quay, Singapore 049315 • Marina Bay Financial Centre, Straits View, Singapore 018984 • The Promont, 63 Cairnhill Circle, Singapore 229790 	<p>East:</p> <ul style="list-style-type: none"> • The Belvedere, 51 Meyer Road, Singapore 437874 • Casuarina Cove, 120 Tanjong Rhu Road, Singapore 436916 • Pebble Bay, 130 Tanjong Rhu Road, Singapore 436918 • The Glades at Tanah Merah, Bedok Rise, Singapore 469597 <p>Central:</p> <ul style="list-style-type: none"> • Park Infinia, 2 Lincoln Rd, Singapore 308342 • Madison Residences, 355 Bukit Timah Road, Singapore 259724 • Urbana, 1 River Valley Close, Singapore 238427 <p>West:</p> <ul style="list-style-type: none"> • The Mayfair, 1 Jurong East Street 32, Singapore 609477 • Palm Gardens, 2E Hong San Walk, Singapore 689051 • Lakefront Residences, 48 Lakeside Drive, Singapore 648305
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(Table 1)

Rules and Regulations for #KeppellandLens Instagram contest

#KeppellandLens Instagram contest (the “**Contest**”) is organised by Keppel Land Real Estate Services Pte. Ltd. (the “**Organiser**”).

(1) Eligibility

The Contest is open to all Singapore Citizens and Permanent Residents residing in Singapore (each a “**Participant**”, and collectively, the “**Participants**”). Employees of the Organiser, and their immediate family members, agencies or other companies involved in the development or execution of the Contest or production or distribution of Contest materials, as well as their immediate family are not eligible to participate in the Contest. For the purpose of this Clause, ‘**immediate family members**’ shall include spouses, children, parents, parents-in-law and siblings

The Participant must be a registered Instagram user and enter in his/her own name.

By participating in the Contest, the Participants fully and unconditionally agree to and accept these Official Rules and Regulations. The decisions of the judges are final and binding in all matters related to the Contest.

(2) Contest Dates and Timing

The Contest is from 1 March to 31 March 2019 (the “**Contest Period**”).

During the Contest Period, Participants can take pictures from the exterior and surrounding areas of the Developments. The Organiser does not grant any participant entry into any of the Developments.

(3) Submission of entries

Image submission to the Contest is through Instagram. The participant’s profile must be public. Images must contain the tag @keppelland, hashtag #KeppellandLens and geo location of the Developments. The Organiser may subsequently request for the high-resolution images to be submitted.

Each Participant may submit as many images as he/she wishes as long as every image submitted is accompanied by the hashtag and geo location. Images submitted must be the Participant’s own work.

Photographs can be taken from the exterior and surrounding areas of the Developments, using any camera or lens. Drones are strictly prohibited within the common area of the Development.

Slight digital manipulation, i.e. addition or subtraction of elements of the original picture will be allowed, so long as it does not misrepresent the Developments. Basic

enhancements such as sharpening, contrast adjustment, cleaning, simple cropping and filters/effects will be allowed.

The Organiser reserves the right to reject entries with incomplete details.

Entries can be submitted between the Contest Period. All entries must be submitted by 11.59 pm on 31 March 2019.

Should multiple users of the same Instagram account enter the competition and a dispute thereafter arise regarding the identity of the Participant, the authorised account holder of the said Instagram account at the time of submission will be considered the Participant and he/she will be required to comply with these Rules and Regulations. (An “authorised account holder” is defined as the natural person who is assigned an account by Instagram. Participants may be required to show proof of being the authorised account holder associated with their Instagram account.)

(4) Disclaimer

The Participant and the person depicted in the entries submitted are restricted to works for which the Participant holds the copyright or for the use of which the participant has received the prior permission of the right holder.

The Participant is responsible for taking all steps necessary to protect the rights of person depicted, including but not limited to obtaining their permission.

The Participant is responsible for the resolution of any legal issues arising from their works and agrees to pay any costs thereby incurred.

The Organiser reserves the right to disallow entries that depict brand logos or other intellectual property, whether on signs or posters or in other forms, or that in its judgment are harmful to the public order, violate standards of decency or are contrary to the goals of the contest.

(5) Copyright/Intellectual Property

Each image submitted must be the original work of the Participant who must also be its copyright owner. The Participant shall retain the copyright to the images entered for the competition.

By submitting an image for the competition, the Participant will be regarded as having granted the Organiser the perpetual right to reproduce and use the image in print, broadcast and/or electronic media without any fee payment. Where any image is so used by the Organiser, the Participant will be acknowledged accordingly.

(6) Prizes

Three (3) winners will be selected at the end of the Contest Period.

Prizes are non-transferrable and non-exchangeable.

The Organiser reserves the right to change or replace the contest prizes and/or modify the rules and regulations of the Contest as and when necessary, without prior notice.

The Organiser shall not be liable for any terms and conditions, issues or queries relating to the prizes.

The Organiser reserves the right to select one or more reserve candidates to replace the winner if the winner is subsequently disqualified or who fails to claim the prize.

(7) Notification to Winners

Winners will be notified via Instagram on **19 April 2019**.

Failure to respond within the stipulated date stated in the award notification will result in disqualification.

Winners are expected to be present in person to collect their prizes on or before the stipulated date in the award notification. The Organiser shall inform the winners on the date, time and collection of the prize.

Prizes not claimed within the stipulated date shall be forfeited and disposed of by Keppel Land, in its sole and absolute discretion, without any liability to Keppel Land.

(8) Judging and Results

The images will be selected by the Organiser and the decision of the judges is final. No correspondence pertaining to the selection process and decision will be entertained.

The judges will evaluate the images based on the following criteria:

Relevance to the theme:	50%
Creativity :	25%
Visual appeal :	25%

The Organiser reserves the right not to award the prizes if the images submitted do not meet the requirements stated in the Rules and Regulations.

(9) General

The Organiser reserves the right to, at any time for whatever reason and without prior notice, (i) suspend, terminate and/or vary any of the prizes, (ii) withdraw the Contest; (iii) refuse acceptance of an entry without the need to furnish any explanation; and (iv) amend these terms and conditions in its absolute discretion, including but not limited to the eligibility terms and criteria, the selection of winners, and the timing of any act to be done, and all participants shall be bound by these amendments.

By entering, each Participant warrants and represents the following with respect to his or her submission: (a) the Participant is the sole and exclusive owner of the submission and any intellectual property arising there from or contained therein; (b) the submission is the Participant's own original creation; and (c) the submission does not incorporate any material or content that is owned or created by anyone other than the Participant and the submission will not infringe on or violate any rights of any third parties or any laws, regulations or rules.

By uploading the submission, the Participant irrevocably grants to the Organiser and its agents the unconditional and perpetual rights to post, display, publish, use, adapt, edit, and/or modify such submission in any way, in any media, for any purpose, without limitation and without consideration to you.

Submissions must not contain material that is inappropriate, indecent, obscene, violent, hateful, tortuous, defamatory, slanderous or libellous.

Submissions must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination of any kind, whether based on race, gender, religion, nationality, disability, sexual orientation or age.

The Participant shall fully indemnify and hold the Organiser harmless from and against any loss, damage, cost, liability or expense (including legal fees), whether direct or indirect, which the Organiser incurs in respect of, in connection with and/or arising from the Participant's breach of these terms and conditions.

The decision made by the Organiser on all matters relating to the Contest shall be final, binding and conclusive and no correspondence will be entertained.

The Organiser shall not be responsible for any claim, loss or damage arising from and in connection with any participation in the Contest.

In the event of any inconsistency between the terms and conditions contained herein and any brochure, marketing or promotional material relating to the Contest, the terms contained herein shall prevail.

A person who is not a party to any agreement governed by these terms and conditions shall have no rights under the Contracts (Right of Third Parties) Act (Cap. 53B) to enforce any of these terms and conditions.

The Contest and its terms and conditions shall be governed by and construed in accordance with the laws of Singapore. By entry into the Contest, participants agree to submit to the exclusive jurisdiction of the Singapore Courts.

In accepting the prize, the winners agree to be featured in any the Organiser collateral for publicity and announcement purposes.

In participating in this Contest, all information that is provided by the Participant is given to the Organiser and not to Instagram.

In participating in this Contest, the Participant has fully and completely released Instagram from any liability arising out of this Contest.

(10) Personal Data

The Organiser will need to collect and use the Participants' personal data, as well as disclose their personal data to the Organiser's partners, to facilitate their participation in the Contest. Such personal data may include without limitation a Participant's name, telephone number, email address, personal identification or passport number, as well as his picture, photographs or likeness.

The Organiser and their partners reserve the right to use the names, pictures, photographs or likeness of any Participant or the winner in its marketing, publicity or promotional materials at the Organiser's sole discretion without notice to the Participant

or winners, or require any Participant or winner to appear in any form of marketing, publicity or promotional activities. The Organiser may also use the Participants' personal data to conduct analysis on the Participants use of our products and services so as to help us improve, review, develop and efficiently manage the products and services offered to the Participants.

By participating in this Contest, the Participant consents to the Organiser and its partners' collection, use and disclosure of the participant's personal data for the purposes and in the manner described above.